



HEART MOB

Impact Report 2021

HeartMob is an online community dedicated to helping people experiencing online harassment who can share their stories of online harassment and receive support in the form of supportive messages, or by asking to report or document abusive content. HeartMob is a project of Hollaback!, a non-profit organization and a global, people-powered movement to end harassment in all its forms.

In June 2021, Hollaback! engaged Germain Impact Solutions* to conduct a program evaluation of HeartMob and here are some of the main results:

“Heartmob fills a much-needed gap for information and support. There may be other legal information out there, but this is the only thing that feels human-centered and interested in wellbeing.”



People reported that seeing other people who had experienced online harassment made them feel less alone and isolated: “The awareness that my case was not unique – this is something that happened quite often – and in some bizarre way that was helpful. Seeing that there is such a large community who have survived these cases.”

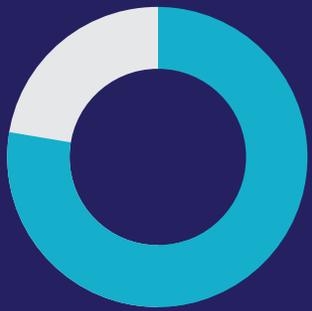
Many people reported that the act of sharing and/or documenting their experience was cathartic and had emotional value: “It really helped to just get it all out – get it off my chest.”

For people who experienced harassment who now support others, that act can be a way of building resilience: “The value is very high because it provides me an opportunity to be able to directly help current victims of something. My biggest draw to it is the potential to directly make a difference in people’s lives. That helps me be willing to wake up on a day-to-day basis knowing what can actually help turn my experience into something because of the power.”



77%

of survey respondents said **HeartMob** was trustworthy



80%

would **recommend HeartMob** to people who experienced online harassment.



57%

of people who have experienced harassment reported that HeartMob was very helpful or somewhat helpful in healing from their trauma.

"I was getting exhausted from this harassment. My harassers were like insects, they followed me like bees. HeartMob helped me to alleviate that".



64%

of people who have experienced harassment reported that HeartMob was very helpful or somewhat helpful in making them feel connected to, and supported by, others. It made them feel less isolated and alone, and appreciated the emotional support.

"The awareness that my case was not unique [was helpful]- this is something that happens quite often - and in some bizarre way that was helpful. Seeing that there is such a large community who have survived these cases."

*The two data collection methodologies used were individual user interviews (8 individuals were interviewed in 1-hour 1:1 sessions in August 2021, and a survey sent to 1,402 HeartMob users (44 people responded, for a response rate of 3%.)